

Grand Organ at 9 and 5.15
Momen of Meditation and Chimes
at Noon.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5.30 P. M.

WANAMAKER'S

WEATHER
Fair

Merchandising Has Its Victories, Too, and Wanamaker's is Winning Many

We Are Living These Days in the Atmosphere of Expectation

The leaders in the affairs of great nations, from some angles of vision, seem to have been not unlike children, playing games of blocks, whose buildings are turning out to be pyramids built of blocks of blunders.

The brakes are specially prepared to check our enemies.

The final issues must take form quickly. There is the oxygen in the air which must finally check or totally stop the war.

It may, for a short time, be uphill work for the oldest parts of the world to be educated from the bottom up to form a suitable Commonwealth of Nations into an International Commonwealth.

The wonder of the wonders of the age is the usefulness, ability and energy of the United States to undertake this great work of nationalization.

The days of the liberty and brotherhood of men have come to all the earth, and Philadelphia, the birthplace of Liberty, reaches out its hand of helpfulness.

[Signed] *John Wanamaker*

Nov. 7, 1918.

Young Women's Unusually Good Winter Coats at \$29.75

Everything about these coats, from the good fabrics to the sturdy linings, is better than \$29.75 usually buys.

There are soft wool burella cloths, the much-liked wool velours in such good colors as reindeer, brown, green, beaver, blue, taupe and burgundy.

Made in three attractive Winter models, with skirts cut generously full, belts at waist, and large fur collars.

All are lined throughout and warmly interlined. 14 to 20 year sizes.

(Second Floor, Chestnut)

Women's Shoes at Prices That Shocked a Manufacturer

This manufacturer came in a day or two ago with a group of shoes that he said he would sell us at the special price of \$8 to \$8.50 a pair.

We showed him eleven styles of women's shoes that we are selling at retail for \$8 and \$8.50 that surpassed his samples.

"I don't see how you do it," said he, "but you shouldn't do it if you can."

We think differently. And here are the shoes in question—Mahogany calfskin with military heels. Dark tan calfskin with military or Cuban heels. Brown glazed kidskin with military, Cuban or Louis heels. Tan calfskin with tan cloth tops and walking heels. Black calfskin with broad toes and low, broad heels. Black calfskin with military heels. Black glazed kidskin with military or Cuban heels. All high lace shoes, at \$8 for the black and \$8.50 for the tan.

(First Floor, Market)

Desirable English Velveteens \$1.25 a Yard—and Special

They are of good quality and genuine English velveteens, with the dyes fast and the colors reliable.

They are just such velveteens as are wanted now for one-piece Winter gowns, for millinery and for trimmings, and the assortment of colors is quite comprehensive, including many of the most fashionable Winter hues.

Deep navy blue, a lighter marine blue, myrtle green, taupe, plum, purple, eggplant, burgundy, salmon, violet and gold are some of the colors.

21 and 22 inches wide.

(First Floor, Chestnut)

Women's Fresh Lingerie Waists

Waists of white lawn made in the simple styles which women of the best taste usually ask for—with frills of tucks or eyelet work, or blind embroidery, and the crisp black ribbon bows which give an entire costume a certain accent.

Prices \$4.50, \$6.50 and \$8.85.

(Third Floor, Central)

Victory Sale

No. 39

2776 Pairs Women's Fine French Gloves, \$1.40 Pair

Any woman who needs new gloves for herself or is thinking of them for gifts, should see this collection of fine French gloves. They are of fine kidskins and lamb-skins and are such gloves as we would have to pay \$1.40 for wholesale today.

There is white, white with black stitching, black and black with white stitching.

2 clasps for fastening. And every pair, of course, new and fresh and dainty.

(West Aisle)

Victory Sale

No. 41

300 Women's Bathrobes at \$5

Warm Winter bathrobes made of blanket and eider-down, several different styles, nearly all of them satin-trimmed. Some are plain and some figured.

Colors are dark and light. Price, \$5.

(East Aisle)

THE SPARKLING LITTLE PIN WHICH FASTENS HER VEIL

and keeps it in place on her chapeau, is one of Madame's fads just at present. The pin is not very large, about an inch long, and is a slender affair of sterling silver, set with gleaming rhinestones. \$1.25, \$1.50 and up to \$5.

Other little veil pins, in the same shape, but gold filled. 50c and 75c.

(Jewelry Store, Chestnut and 13th)

NUTRIA FUR FOR CHILDREN

A dear little coat and hat of it for a child of four may be seen in the Children's Store—the coat \$150 and the hat \$20.

A baby's carriage robe of nutria, edged with brown silk, is also there. Price, \$75.

(Third Floor, Chestnut)

A Gown After a Lanvin Model

is made of an imported duvetyne, beaver-color and as soft to the touch as thistle-down, and a wonderful old blue silk crepe. The crepe forms sleeves and upper part of a dress and is embroidered with beaver and brown—a flash of metal lighting the soft dullness. The bell sleeves, buttoned down with soft loops, are enchanting. Price \$150.

A Petal Dress

just copied from a Paris model for a bewitching dance frock, may be seen tomorrow in the women's Fashion Salons. It is of taffeta, in those exquisite shades of pink seen in wild roses, and the skirt is strewn with the big loose-leaved taffeta flowers.

(First Floor, Central)

Lingerie Laces—Filmy and Dainty

About this time of year many girls and women are busily plying needles making those intimate, pretty gifts which women like to give each other. Here are all sorts of pretty laces to trim the garments.

Wide camisole laces, with beading at top and bottom, some with

shoulder straps attached, \$1 to \$1.25 a yard.

Other dainty laces, embroidered in pink or blue, in different widths—dignities, 22c to 85c a yard; galons, 38c yard; insertions, 50c yard.

Lace points, 18c to 85c yard. Imitation Cluny and Fillet laces, 15c to 35c yard.

(Main Floor, Central)



Airy Black Dinner Gowns

"Dress," said a recent writer, "is assuming a simplicity of outline and design that makes all elaborations and undue fripperies seem cheap and bizarre." And when you see the really lovely black gowns that are coming into the Fashion Salons you know how true it is. They are very straight, and very simple; they are of Chantilly lace or point d'esprit or perfectly plain tulle; their decorations may be bands of cut steel beads, or steel bead tassels, or a sprinkling of crystal beads or of jet, and they are the quintessence of grace and refinement.

Especially pretty are their sleeves—one gown has the three ribbons flying from its elbow sleeves and caught into a bracelet at the wrist.

Prices \$95 to \$185.

(First Floor, Central)

Women's Jaunty Short Coats of Nutria and Other Furs

"Sports coats" some people call them, because of this shortness—from 30 to 36 inches—and their general look of grayety and smartness. Nutria fur being very soft and pliable and light is peculiarly well adapted to such styles. Sometimes they are perfectly plain, sometimes trimmed with Hudson seal (dyed muskrat) or opossum or other fur, and one that is quite delightful has a dark brown velvet waistcoat buttoning high at the throat. Prices are \$200 to \$250.

Hudson seal (dyed muskrat) is made up in the same styles, alone or with trimmings of natural muskrat, or dark gray opossum, and sells at \$225 to \$425.

(Second Floor, Chestnut)

COTTON CREPE NIGHTGOWNS

have been so extremely difficult to get that they ought to be mentioned when they do come in. A refined little pink and white Empire style is \$2.75, a pink scalloped kimono style, \$2.50; and a white sort with colored embroidery is \$3.50.

(Third Floor, Central)

Books Just Off the Press

"The Church of Circumstance," by Marjorie Benton Cooke, the author of "Dinah," is a mystery story of great interest, based on the death of Kitchener. \$1.25.

"Walking-stick Papers," by Robert Coward Holliday, advised, engaging, humorous talk. \$1.50.

"The Story of the Sun," by Frank M. O'Brien. A story giving us a rich picture of American life as it can well be imagined. \$2.

"Katie McCoy," by Patrick Trenchard, is strange but brilliant. \$1.50.

"The Development of the United States," by Max Perrine, is our history, analyzed as it has never been analyzed before. \$1.50.

"The Amateur Vagabond," by John and Robert Matter, is a spirited tale of a year's wandering. \$1.50.

"European Theories of the Drama," by Barrett H. Clark, an anthology of dramatic theory and criticism from Aristotle to the present day. \$2.50.

(Main Floor, Thirteenth)

WOMEN'S LINEN HAND-KERCHIEFS WITH HAND-ROLLED HEMS—25c

They are sheer and snowy and of the good linen which the Irish makers put into their handkerchiefs. They are made with wee looms, hand rolled, that are liked by many women who make the various laces and attach them to just such handkerchiefs as these.

(Main Floor, Central)

Victory Sale

No. 40

50 French China Dinner Sets at \$45 A Saving of \$20

Standard quality sets of 107 pieces, in border decorations.

Twelve each of four sizes of plates, twelve soup plates, twelve dessert saucers, twelve cups and saucers, three sizes of platters, four vegetable dishes—two open and two covered—gravy-boat and stand. Our latest importation from Limoges, France.

(Fourth Floor, Chestnut)

PLENTY OF THE HARD-TO-GET EXTRA-SIZE RUGS

Customers tell us that this is the only store in Philadelphia where they can find anything like a satisfactory assortment of these large pieces.

Wilton Rugs

11 1/2 x 15 ft., \$132.50, \$154.50 and \$220.

10 1/2 x 13 1/2 ft., \$107.25 and \$197.50.

10 1/2 x 12 ft., \$95 and \$177.50.

9 x 15 ft., \$95 and \$177.50.

Special Priced 9 x 12 Ft. Rugs

9 x 12 ft. Wiltons, \$69 and \$86.

9 x 12 ft. Axminster, \$79.

9 x 12 ft. Colonial rug rugs, \$11.

(Seventh Floor, Chestnut)

80 DOZEN IRISH LINEN TOWELS JUST OPENED, 50c EACH

Pure linen towels in this size, 18x36 inches, with hemmed ends, are now so scarce at 50c each to-day that these will sell without more ado.

(First Floor, Chestnut)

HAVE YOU TAKEN A STORE TOUR?

Have you seen Philadelphia from the roof of this great building?

The Great Crystal Tea Room and Kitchens?

The famous paintings and tapestries?

Egyptian and Greek Halls? Grand Court and Great Organ? Educational rooms and trophies?

The tours, which take in all these, start from the Rendezvous, Eighth Floor, at 9:30, 10:30, 11:30, 1:30, 2:30, 3:30 and 4:30.

Men's Distinctive Suits In the London Shop

The ready-to-wear suits which the Men's London Shop has assembled for Fall and Winter include some of the best-looking garments we have ever shown.

This is particularly true of the diagonal and herringbone chevots in gray, green and tan. The "stripes" in these, if they might be so called, are unusually wide and correspondingly effective.

Then there are heavy flannels, tweeds, home-spuns and worsteds of individual design. They are all made in correct style and fit wonderfully well, especially in that difficult spot around collar and shoulders.

Prices \$35 to \$55.

(The Gallery, Chestnut)

Men's Sweaters in Holiday Variety

Regulation ribbed coat sweaters, with and without collars, are here in a good assortment of plain colors at \$6.50 to \$13.50.

Ribbed vests, \$5.

Wool coat sweaters in rough finish heather mixtures, \$10; vests, \$8.50.

Fine Scotch wool jackets, \$18 and \$25; vests, \$15.

Army sweaters, without sleeves, \$5.

(Main Floor, Market)

Every Man Has Use for a Dressing Case

Unless he is a hopelessly incurable stay-at-home.

Here is a large assortment of dressing cases in many sizes, mostly of black leather, with black, tan or gray leather inside, and some of khaki. All have serviceable black fittings.

Prices \$2.50, \$4.50, \$5 to \$35.

(Main Floor, Chestnut)

Men's Leather Collar Bags Are Convenient Things

On any trip, from a week-end to a vacation—they keep his collars clean and hold a few other little things beside.

We have a new shipment in black and tan leather at \$1 to \$4.

(Main Floor, Chestnut)

Boys' Suits and Overcoats—and the Money They Cost

If there is anything in which good quality matters it is in boys' clothing, because if a boy's clothes lack quality in fabric, or modeling, or making, the boy can be trusted to show them up.

In buying boys' clothing we always have in mind the principle that the money which our customers pay us for it is an investment. We try to secure for them the best return for their money, and we feel that we succeed.

We can say unhesitatingly that there are no better ready-to-wear suits to be had for the same prices than the suits and overcoats that we are now showing in such fine selection.

In fact, we do not know of any that are as good and reliable in fabric, or that are as well fitting and as well tailored.

The suits are in Norfolk styles at \$13.50 to \$30, in sizes 8 to 18 years.

The overcoats at \$18 to \$35 in 11 to 18 year sizes.

(Second Floor, Central)

Good Warm Quilts of a New Kind, Special at \$7.50

These are filled with 50 per cent of lambs' wool and 50 per cent of bleached cotton and they are covered with figured cambric in three patterns and bordered with plain saten.

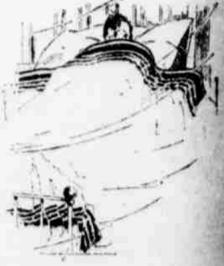
At \$7.50 there are no quilts equal to them in Philadelphia. The lowest priced quilts with a filling of all-wool are here also at \$10. These are in cambric coverings and have plain saten borders.

No quilts regularly sold by any store in this city for less than this price are filled with all-wool.

We also have a new lot of lambs'-wool filled quilts in saten coverings, with figured tops and backs and plain saten borders at \$12 each.

Whether you want a down-filled, an all-wool-filled, or a 50 per cent wool-filled quilt, you are sure of finding the best kind here, offered on its merits and accurately represented.

(Sixth Floor, Central)



Many Fine Bedroom Suits at Reductions of One-Third in the \$200,000 Sale of Furniture

One of the most beautiful suits in this interesting collection is of the Louis XVI period in ivory enamel, a really excellent reproduction, in which the carvings and decorative features are carried out in remarkable detail. The acanthus leaf and the cameo are among the ornamental devices shown in this suit and the trimmings are silvered. All the pieces, of which there are eleven, show an attractive fretwork, while the bureau has a separate hanging mirror, and the vanity case two large slatted floor cupboards, the interior of which are fitted with sliding trays. A feature of the dressing table is a semi-circular shelf with a curved cane foot rest. This piece has three large drawers and a sliding service board measuring 18x24 inches when extended.

The chiffoniere has slatted doors for glass or brocade, and the interior is elaborately fitted with sliding trays, one of which is subdivided into no less than ten compartments. The other pieces consist of a pair of beds, a somnec, dressing table chair and two straight back chairs. This is one of those suits which are destined to become heirlooms. The price is \$1215.

Among the less expensive suits is one of 4 pieces in American walnut at \$164. Queen Anne design, consisting of a full-size bed, a triplicate mirror toilet table, a bureau and chiffoniere. This suit can also be furnished in mahogany at the same price.

(Sixth Floor)

A 7-piece ivory enamel and hand-decorated bedroom suit, consisting of bureau with separate mirror, chiffoniere, toilet table, two beds and a somnec, is marked \$435.

An 8-piece American walnut bedroom suit with black enamel and Japanese lacquer decorations, consisting of bureau with a separate mirror, dressing table, full-size bed, somnec, desk, chair and rocker, is \$397.

A 7-piece mahogany inlaid bedroom suit, Chinese Chippendale design, consisting of bureau, chiffonier, full-size bed, a dressing table, somnec, bench and a chair, is \$360.

A 6-piece figured walnut bedroom suit, Queen Anne design, is

marked \$497. This is an exceptional value and the detail is considered very good, each piece having the extended base effect, which reminds one of some old Dutch pieces. The suit consists of two beds, dressing table, chiffoniere, a writing desk and a chair.

A 7-piece Louis XVI bedroom suit includes a pair of beds, with cane panels in head and foot, and a solid decorated panel in the center. It is \$295.

\$580 for an 8-piece bedroom suit of walnut. The dressing table is extremely handsome and is fitted up with a drop-lid desk compartment. The other pieces are a bureau, a full-size bed, a bench, chair, rocker and somnec.